

# Social Contribution

Recognizing that protecting the global environment is a shared responsibility for all humankind, DENSO is supporting various organizations involved in environmental activities and encouraging its employees to contribute to environmental protection through voluntary conservation and recycling.

Type of Activity	Fundamental Concept	Activities
<b>Support of Environmental Organizations</b>	To protect the environment in developing countries, DENSO supports NGOs that are active on a global scale.	Supports OISCA and the Keidanren (Japan Federation of Economic Organizations) environmental protection fund
<b>Regional Environmental Protection</b>	To protect the natural environment on earth, DENSO is working to conserve the ecology surrounding its business operations.	Notable activities include the conservation of Heigen Genjibotaru no Sato in Nishio, the protection of wild rabbit-eared irises in the Kozutsumi-Nishi Pond in Kariya, cleanup activities at the Hieda River in Anjo, and zero-waste activities.
<b>Recycling</b>	To realize a recycling society, DENSO is approaching environmental protection from fields close to its everyday activities.	Sponsors flea markets, collects clothing for donation to the needy, etc.

## Examples of DENSO's Social Contribution Activities

### ●Protection of Heigen Genjibotaru no Sato

Since 1995, the Nishio Plant has been helping to protect Genji fireflies, which are rare throughout Japan. During fiscal 1998, DENSO volunteers cut grass in areas inhabited by fireflies and helped direct car parking for observers of the fireflies in April, June, October, and December.



### ●Protection of Irises in Kozutsumi-Nishi Pond

The wild rabbit-eared irises in Kozutsumi-Nishi Pond in northern Kariya have been named a national treasure, and the Association to Protect the Rabbit-Eared Irises is working to protect them. DENSO has been supporting the association's activities since 1996 when the Company learned of the shortage of volunteers in the association. During fiscal 1998, many DENSO volunteers participated in grass cutting and the cleanup of bamboo thickets in the protected area in April, August, and December.



### ●Planting Trees at Wild Life Park

In 1990, DENSO Marston offered adjacent land for establishing Wild Life Park, a public park. Local schoolchildren planted 400 trees there that today are mature and flourishing. Each year, people from the Company and the local community are involved in the cleanup of the riverbank in the Wild Life Park area.

